Intellectual Property

Your ideas. Your innovations. Your brand. Our IP practice understands that these assets make your business unique, and we know how to protect them.

There’s a reason why more than half of the world’s top 100 brands (Financial Times, 2018) have chosen us to represent them. With 400 IP professionals worldwide, we combine a global outlook with local knowledge across the life cycle of IP assets — from development to commercialization, and licensing through to maturity. But it’s not how many lawyers we have; it’s the way we work together that our clients really value.

Many of our lawyers hold advanced degrees in science and engineering, helping us to fully appreciate the products and processes in traditional industries, as well as emerging ones.

We live and breathe IP. And we are ready to resolve your intellectual property issues wherever and however they arise.

Representative experience

Advising Merck & Co., Inc. (Kenilworth, New Jersey, USA) in a trademark, domain name, and social media dispute with Merck KGaA. over use of the name “Merck” in Europe and the U.S.

Acting for Lilly in the landmark patent dispute Actavis v Eli Lilly. The UK Supreme Court ruled in favor of Lilly, reversing two earlier decisions. Lilly was also successful in the German Supreme Court.

Key contacts

Dr. Burkhart Goebel, Madrid
Dr. Morten Petersenn, Hamburg
Celine Jimenez Crowson, Washington, D.C.
Lloyd Parker, Tokyo

Trending Topics

LimeGreen IP
An overview of IP law and related procedures, and how these may differ from country to country.

Brand Benchmarking 2017
How brands around the world create, clear, file, protect, and enforce their trademarks. Learn more.
Representing leading technology giants in their multijurisdictional and local patent disputes, including BlackBerry, Dell, HTC, KPN, and Motorola.

Managing the EUTM portfolio and EUTM and Pan-European conflicts of multinational companies like Dell, Estée Lauder, Mars, Starbucks, Billabong, Kenneth Cole, Euronews, Asahi Europe, Ocean Spray, and Ferring.

Managing Deutsche Telekom’s global trademark and domain name portfolio, and advising on complex color mark and other nontraditional trademark litigation in Europe and the U.S.

Representing uPI Semiconductor in a defense of an ITC enforcement proceeding brought by Richtek Technology involving Richtek’s allegations of patent infringement and trade secret misappropriation.

Representing a U.S. game software company and its Chinese licensee to successfully obtain an interim injunction from Guangzhou IP Court against an infringing mobile game.

We filed and won the first paperless eUDRP case in a domain-name dispute before WIPO on behalf of a leading mobile phone manufacturer.

Advising SABMiller in the context of the mega merger between AB InBev and SABMiller – in which Asahi committed to acquire the Peroni, Grolsch, and Meantime brands globally.

Global IP counsel to the consortium of Audi AG, BMW Group, and Daimler AG on their €2.8bn acquisitions of Nokia’s digital mapping unit HERE.

Awards and rankings

- Global IP Firm of the Year, Managing Intellectual Property Awards, 2019 & 2018
- Ranked Band 1 for IP on a Global and Europe-wide level, Chambers & Partners, 2019
- Germany Patent Contentious Firm of the Year, Managing Intellectual Property Awards, 2019 & 2018
- Japan Foreign Firm of the Year, Managing Intellectual
Related industries

Trademarks and Brands
Trade Secrets and Confidential Know-how

Aerospace, Defense, and Government Services
Automotive and Mobility
Consumer
Education
Energy and Natural Resources
Financial Institutions
Insurance
Life Sciences and Health Care
TMT

Latest thinking and events

Hogan Lovells Publications
French legal and regulatory update - May 2019

Hogan Lovells Publications
TMT Horizons 2019

Hogan Lovells Publications
Qualcomm ordered to license the SEP keys to its modem chip kingdom

LimeGreen IP News
Hogan Lovells Publications
U.S. District Court reversed: No fair use defense for Adams Morgan neighborhood photo

LimeGreen IP News

Press Releases
Hogan Lovells Northern Virginia office moves to state-of-the-art Boro Tower

Hogan Lovells Publications
Analyzing the impact of the EU GDPR on access to WHOIS data, one year on

LimeGreen IP News